

The California Raisins

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Generic Advertising

■ Definition:

- An approach to preparing advertising messages that concentrates on the customer benefits that apply to all brands in a product category, as opposed to benefits that are unique to specific brands.
- Generic advertising is designed to increase primary demand, or the "size of the pie," without affecting selective demand, or the "share of the pie."
- Other examples:
 - Milk, Avocados, Anti-Drug, Pistachios, Beef, Almonds, and coming soon: Spinach

The California Raisins



The California Raisins: A Brief History

- The California Raisins were a pop-culture hit of the 1980s.
- They starred in a series of commercials for the California Raisin Board.
- The groovy, sunglasses-wearing Raisins were claymated by the studios of Will Vinton.
- Their trademark song is "I Heard It Through The Grapevine."

The California Raisins



An example of California Raisins Memorabilia. This is an album cover based off of “Meet the Beatles.” Note that all the songs in the album are also cover songs off of Other artists.

A Brief History cont.

- Following the ads was a whole line of T-shirts and coffee mugs featuring The California Raisins.
- They starred in an Emmy-nominated 1989 TV special, *Meet the Raisins*, and had their own Saturday-morning cartoon series on CBS from 1989-90.
- The raisins eventually began to do ads for takeout pizza, fried chicken and even appeared in a CBS Holiday special *A Claymation Christmas Celebration*, 1987.

The Need for The California Raisins

- According to the California Raisin Board, before the ad campaign, raisins were "at best dull and boring."
- An opportunity existed to "remind consumers--particularly women who shop for their families--of how perfectly California raisins fit in their lifestyles"
- So all the growers vote about whether to start a marketing program and, if the vote succeeds, all growers are required to participate.

The Grape Escape

- Goals of the Campaign:
 - Create a personality for raisins that would appeal to the target audience of women with children at home.
 - Re-energize the raisin image so that other important buyers--food service operators, manufacturers, supermarkets and others--would want to capitalize by offering raisins and raisin-based products.
 - Craft a campaign that would raise awareness of and demand for raisins among target consumers.

The Grape Escape cont.

- Focus groups' response:
 - Women responded positively to campaigns that spoke to them as women, not just mothers. Also, raisins' health benefits were surprising and compelling to a majority of women in these groups.

The California Raisins Impact on the World

- Economists calculate that each dollar spent on advertising agricultural products yields \$3 to \$6 of additional revenue to producers.
- The campaign was credited with increasing raisin sales 10 percent in the 1980's.
- After the campaign, people were no longer "ashamed to eat raisins." Well, maybe so.

The California Raisins Impact on the World cont.

- The dancing raisins sales of secondary products including dolls, toys, mugs and secondary products generated nearly \$200 million in revenue.
- Raisin sales went up for the first two years of the campaign, largely because cold breakfast cereal marketers were so impressed with the popularity of the ad campaign that they increased the raisin content of their raisin cereals and joined in the advertising.
- Post Raisin Bran Cereal advertised "Free Stuff from the California Raisins Revue."

California Raisins Merchandise



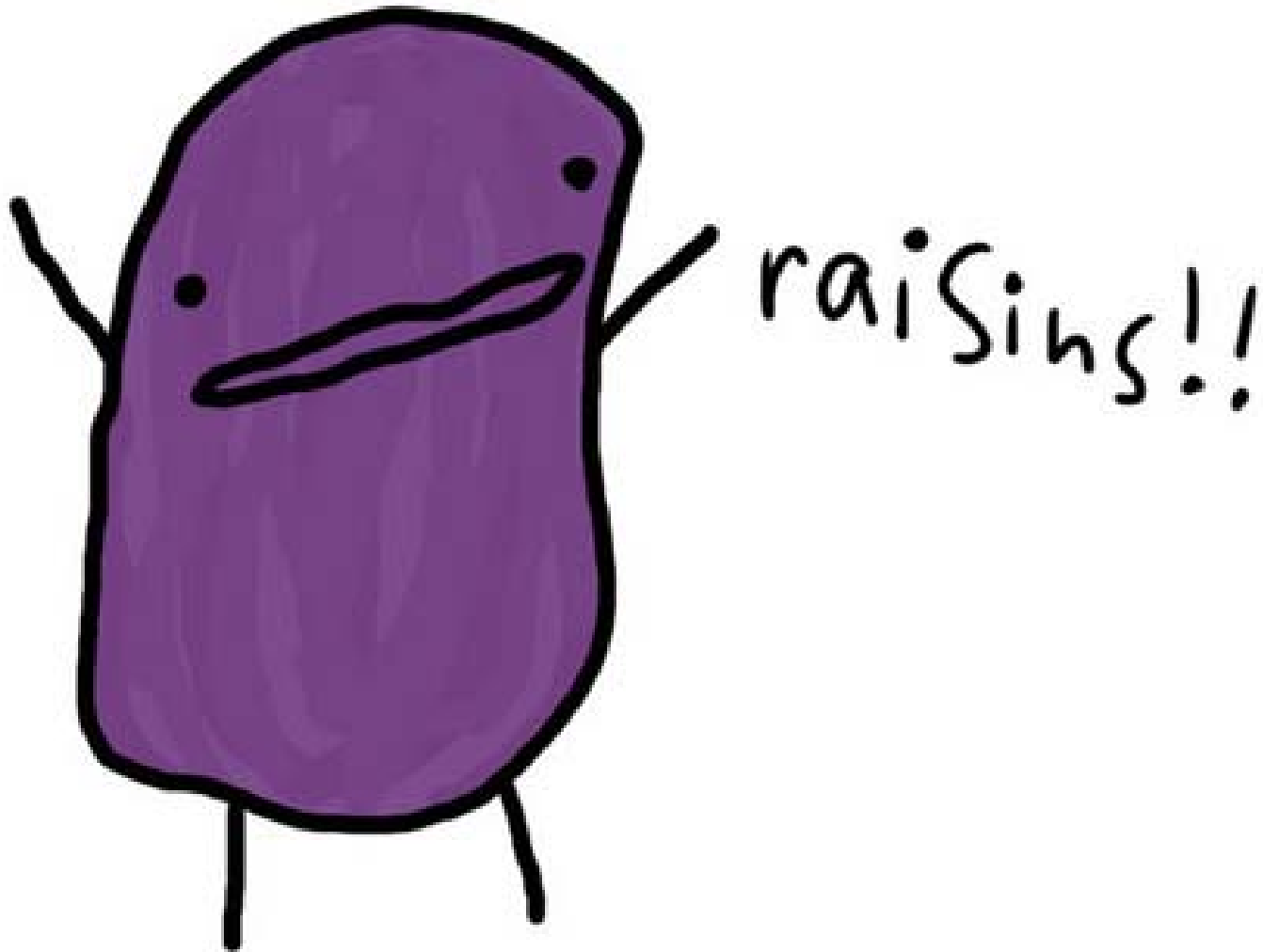
Concluding Thoughts

- The benefits and costs of commodity advertising are spread unequally among many producers, making it tough to reach a collective decision about marketing levels.
- Not surprisingly, the growers who receive few benefits from the programs do not want to be forced to contribute.
- Today, the California Raisin Board has a website to promote raisin consumption:
 - WWW.LOVEYOURRAISINS.COM

California Raisins: I Heard It Through The Grapevine

- **Retro 80's California Raisins TV
Commercial**

Thank You!



The End

- http://www.tvacres.com/admascots_california.htm
- www.who2.com/californiaraisins.html
- http://www.ischool.berkeley.edu/~hal/people/hal/NYTimes/2006_01.html
- http://www.allbusiness.com/marketing_advertising/4021673-1.html
- http://www.garage.com/resources/reference/smbiz_marketing_myth.shtml
- <http://www.advertisingiconmuseum.com/inside/c4/3248068.html>
- <http://www.youtube.com/watch?v=Rj935x1dwNs>